

Tales of whales and herrings: comparing search functionality among web and subscription database searches

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Marydee Ojala

- ▶ MLS, University of Pittsburgh
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Why I got interested in this

- ▶ Business research class for graduate students in library school
- ▶ Students were asked to find headquarters address for local company – searched Google instead of subscription databases (and this was after they had listened to a full lecture about finding company information on subscription databases)

Marsh Supermarkets Corporate Office | Headquarters

10679 North Michigan Road Zionsville, IN 46077

(317)598-3618

[Company Information](#) Get the most comprehensive company information available. Free Trial. www.hoovers.com/

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Reviews For Marsh Supermarkets Corporate Office

Pat ★★★★★

9/13/11

Raced over a bit before 1pm to MARSH in Irvington on E. Washington on Nine/Eleven to pick up a fruit platter to take over to the local Fire House for the 1pm national recognition of our First Responders. Randy, the Produce Manager, went out of her way to expedite my fruit selection, make it very attractive, wrapped safely for movement, and got me out the door after purchase so as not to be late. She was a gem. I trust her Store Manager and Corporate will acknowledge her in some special way. She contributed very kindly to the 1pm experience for the Firefighters that day when the bells tolled and the sirens rang. Thank you,Randy. You are indeed special!

Why I got interested in this

- ▶ Research project: I searched Google and Bing. Bing put wiki (not wikipedia) in top 5 results. Google didn't know this
- ▶ Head to head articles we did in ONLINE (predecessor magazine to Online Searcher) always concluded you needed to search both the web and subscription files
- ▶ EconLit search for medical topic
 - Articles on melanoma (truncated) since 2000

Why I got interested in this

- ▶ Information literacy symposium at IUPUI with keynote speaker William Badke
- ▶ Bill Badke writes the InfoLit column for Online Searcher
- ▶ Librarian frustration both with students and faculty

Information professionals

- ▶ We buy subscription databases for our libraries
- ▶ We teach sophisticated search strategies
- ▶ We are adept at Boolean logic and field searching
- ▶ We know the difference between bibliographic databases and directory databases

We search

- ▶ (((whale* OR cetacea*) NEAR5 (habitat OR “global warming” OR “climate change” OR (ocean NEAR 3 (heat* OR warm*))) NOT herring) AND date >=2010



Non-information professionals search

- ▶ whales

Students

- ▶ Yes, they put one word in Google
- ▶ OK, if we're lucky, they also go to Google Scholar
- ▶ Or, they put enough words into Google so that it pulls up a few articles from Scholar
- ▶ If they've been told to, they also try subscription databases

Whales – Google

Whale - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Whale ▾ Wikipedia ▾

Whale is the common name for various marine mammals of the order Cetacea. The term **whale** sometimes refers to all cetaceans, but more often it excludes ...

[Blue whale](#) - [Sperm whale](#) - [Killer whale](#) - [List of cetaceans](#)

In the news



SeaWorld sued for its treatment of killer whales

Fox News - 2 hours ago

SeaWorld is being accused of abusing its killer **whales**, or orcas, while raking in hundreds of ...

Gray Whale Smacks Surfer Who Gets Too Close to Baby

NBC 7 San Diego - 20 hours ago

SeaWorld Lawsuit: "Shamu Show" Was A Sham That Masked "Ugly Truth" About Lives Of Whales At The Park

The Consumerist - 1 day ago

[More news for whales](#)

Whales - What is a Whale?- EnchantedLearning.com

www.enchantedlearning.com/subjects/whales/ ▾

Whales are large aquatic mammals that breathe air through blowhole(s) into lungs (unlike fish which breathe using gills). They live their entire lives in water.

Whales | Basic Facts About Whales | Defenders of Wildlife

www.defenders.org/whales/basic-facts ▾ Defenders of Wildlife ▾

Learn about the size, population, habitat, and diet of these playful **whales**.



Whale

Marine animal

Whale is the common name for various marine mammals of the order Cetacea. The term whale sometimes refers to all cetaceans, but more often it excludes dolphins and porpoises, which are smaller members of the suborder Odontoceti. [Wikipedia](#)

Representative species: [Bowhead whale](#), [Pilot whale](#), [Killer whale](#), [More](#)

[Feedback](#)

Whales – Google

[Whale | Species | WWF](#)

<https://www.worldwildlife.org/species/whale> ▾ World Wide Fund for Nature ▾
At the top of the food chain, **whales** are vital to the health of the marine environment but 7 out of the 13 great **whale** species are endangered or vulnerable. Learn ...

[Whales - NOAA Fisheries](#)

www.nmfs.noaa.gov/pr/.../whales.htm ▾ National Marine Fisheries Service ▾
Whales are the largest animals that ever lived on the Earth. They are even larger than the dinosaurs of prehistoric times. All **whales** belong to a group known as ...

[Blue Whales - National Geographic](#)

video.nationalgeographic.com/.../whale_blu... ▾ National Geographic Society ▾
Blue **whales** have complex calls that can be heard for miles. One scientist is on a mission to uncover the meanings of their songs.

[You're Eye-to-Eye With a Whale in the Ocean—What ...](#)

www.theatlantic.com/technology/.../whale.../274448/ - The Atlantic
There is almost nothing about a **whale's** body that we can relate to. They breathe air like we do. They give birth to live young like we do. But the similarities seem to stop there.

[Watching Whales Watching Us - NYTimes.com](#)

www.nytimes.com/2009/07/12/.../12whales-t.html?... - The New York Times
Editors' Note Appended. On the afternoon of Sept. 25, 2002, a group of marine biologists vacationing on Isla San José, in Baja California Sur, Mexico, came upon a couple of **whales** ...

[Opinion: SeaWorld vs. the Whale That Killed Its Trainer](#)

news.nationalgeographic.com/.../130803-bla... - National Geographic Society
There have been dozens of attacks on trainers by orcas in marine parks around the world. These are not bad **whales**; they just come with all the instincts of predators, says the author.

[WDC, Whale and Dolphin Conservation](#) ✓

[us.whales.org/](#) ▾

A world where every **whale** and dolphin is safe and free.

[The Whale Museum | Friday Harbor, Washington](#) ✓

[whalemuseum.org/](#) ▾

The **Whale** Museum: promoting stewardship of **whales** and the Salish Sea ecosystem through education & research. In the Pacific Northwest of the United States ...

Searches related to whales

[types of whales](#) [whales facts](#)

[whales video](#) [humpback whales](#)

[whales country](#) [blue whales](#)

[killer whales](#) [sperm whales](#)


1 2 3 4 5 6 7 8 9 10 [Next](#)

Whales – Bing

Whale Facts and Information

www.whale-world.com

Whale Species. There are two types of whales, baleen and toothed whales. The largest species are the baleen whales like the blue whale. [Read More »](#)

[Facts About Whales](#) · [Types of Whales](#) · [Whale Information](#) · [Humpback Whale](#)

Whale - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Whale

And God Created Great Whales, written in 1970 by American composer Alan Hovhaness, is a work for orchestra and whale songs, including the recorded sounds of ...

[Taxonomy](#) · [Evolution](#) · [Anatomy](#) · [Life history and ...](#) · [Ecology](#) · [Species](#)

Blue Whales, Blue Whale Pictures, Blue Whale Facts ...

animals.nationalgeographic.com/animals/mammals/blue-whale

Learn all you wanted to know about blue whales with pictures, videos, photos, facts, and news from **National Geographic**.





Whales | Basic Facts About Whales | Defenders of Wildlife

www.defenders.org > ... > [Fact Sheets](#) > [Whales](#)

Right whales like the North Atlantic right whale (*Eubalaena glacialis*) are among the rarest of all marine mammal species. These baleen whales have two separate ...

Videos of whales

bing.com/videos

 46:12 HD YouTube	 8:21 YouTube	 2:55 HD YouTube	 1:40 YouTube
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[See more videos of whales](#)

Whales - What is a Whale? - EnchantedLearning.com



Whale

Whale is the common name for various marine mammals of the order Cetacea. The term whale sometimes refers to all cetaceans, but more often it excludes dolphins and porpoises, which are smaller members of the suborder Odontoceti. The other cetacean suborder, Mysticeti, comprises filter feeders who eat small organisms caught by straini... +

en.wikipedia.org

Gestation period: 365 days (North Atlantic right whale)

Length: 13 - 15 ft (North Atlantic right whale, Calve) · 43 - 52 ft on average (North Atlantic right whale) · 49 - 60 ft (+)

Weight: 3,086 lb (North Atlantic right whale, Calve) · 88,185 - 154,323 lb on average (North Atlantic right whale) · 110,231 - 176,370 lb (+)

Consists of: North Atlantic right whale · North Pacific right whale · Southern right whale

Belongs to: Cetacea

Listen to animal sounds

[▶ Humpback Whale "Song"](#) 0:37

People also search for

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Whales – Bing

See more videos of [whales](#)

Whales - What is a Whale?- EnchantedLearning.com

www.enchantedlearning.com/subjects/whales

Whales are large aquatic mammals that breathe air through blowhole(s) into lungs (unlike fish which breathe using gills). They live their entire lives in water.

Whale - WWF - Endangered Species Conservation | ...

www.worldwildlife.org » x Species

Whales roam throughout all of the world's oceans, communicating with complex and mysterious sounds. Their sheer size amazes us: the blue whale can reach lengths of ...

Related searches for whales

[Freddie Gray Whale](#) [Big Pictures of Whales](#)

[Types of Whales](#) [All Species of Whales](#)

[Pictures of Whales](#) [Facts About Whales](#)

Whales: The Kids' Times - Office of Protected Resources ...

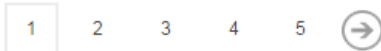
www.nmfs.noaa.gov/pr/education/whales.htm

Whales. Whales are the largest animals that ever lived on the Earth. They are even larger than the dinosaurs of prehistoric times. All whales belong to a group known ...

[VIDEO] Video -- Blue Whales -- National Geographic

video.nationalgeographic.com/video/whale_bluecalls

Blue whales have complex calls that can be heard for miles. One scientist is on a mission to uncover the meanings of their songs.



People also search for

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Dolphin



Killer whale



Sperm whale



Baleen whale



Beluga whale

Data from: [Wikipedia](#) - [Freebase](#)

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See results for

Whale and Dolphin Conservation Society

(WDC) Whale and Dolphin Conservation is a wildlife charity that is dedicated solely to the worldwide conser...



Blue whale

The blue whale is a marine mammal belonging to the baleen whales. At 30 metres in length and 190 tonnes or more in weight, it is the largest existing animal and th...



Related searches

[Freddie Gray Whale](#)

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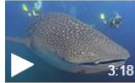


Whales – Yandex

Yandex whales — 4 million answers Search

Web

- Whale - Wikipedia, the free encyclopedia**
en.wikipedia.org > **Whale** ▾
Whale (origin Old English hwæl from Proto-Germanic *hwalaz) is the common name for various marine mammals of the order Cetacea. The term **whale** sometimes refers to all cetaceans, but more often it excludes dolphins and porpoises...
- Whales - What is a Whale?- EnchantedLearning.com**
enchantedlearning.com > subject/**whales**/ ▾
Whales are large, intelligent, aquatic mammals. ... **Whales** have sleek, streamlined bodies that move easily through the water.




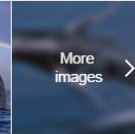
Yandex.Video: 165 thousand videos found
yandex.com/video/

 Whale Song youtube.com	 Whale Shark youtube.com	 What's Killing Blue Whales? youtube.com	 Humpback Whales - BBC documentary excerpt youtube.com
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Other videos for **whales**

Whale - New World Encyclopedia
newworldencyclopedia.org > entry/**Whale** ▾
The families of baleen **whales** include the Balaenopteridae (humpback **whales**, fin **whales**, Sei **Whale**, and others), the Balaenidae (right and bowhead **whales**), the Eschrichtiidae (gray...

See images based on search "whales"

			
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images.yandex.com > **whales**

Whales Questions including "Should violence be allowed..."
answers.com > Q/FAQ/2915 ▾
Animals such as **whales**, dolphins and porpoise are mammals although they live in the same environment as fish.

Whales – Google Scholar

Scholar

About 241,000 results (0.04 sec)

My Citations



Articles

[CITATION] Sierra Club handbook of **whales** and dolphins

S Leatherwood, RR Reeves, L Foster - 1983 - agris.fao.org

Case law

... Would you like to help us to get improved? Please fill in the survey! **Whales** and dolphins [1983]. ...

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Cited by 557 Related articles All 3 versions Cite Save More

[CITATION] The natural history of **whales** & dolphins

PGH Evans - 1987 - Facts on File

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Dehydration melting and the granulite transition in metapelites from southern Namaqualand, S. Africa

DJ Waters, CJ **Whales** - Contributions to Mineralogy and Petrology, 1984 - Springer

Abstract In a prograde amphibolite-granulite transition zone in the Namaqualand Metamorphic Complex, metapelites show an interbanding of the amphibolite facies association biotite+ sillimanite+ quartz with the granulite facies association garnet+ ...

Cited by 89 Related articles All 3 versions Cite Save

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Sort by date

The stock of **whales**

NA Mackintosh - Nature, 1948 - nature.com

include patents

Abstract IN an article on the "Effect of Present-day Whaling on the Stock of **Whales**" 1, Dr. Hamilton points out that in spite of a 'rest' during the War, the Antarctic catch of blue **whales** in 1945-46 showed a scarcity of the largest animals, a reduced proportion of this species (...

Cited by 258 Related articles All 3 versions Cite Save More

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Create alert

[CITATION] Cephalopoda in the diet of sperm **whales** of the southern hemisphere and their bearing on sperm whale biology

MR Clarke - 1980 - University Press

Cited by 343 Related articles Cite Save More

Does acoustic testing strand **whales**?

A Frantzis - Nature, 1998 - nature.com

Abstract Mass strandings of live **whales** have been explained by proposing many 'natural' or human-related causes 1. I found that a recent stranding of Cuvier's beaked whale coincided closely in time and location with military tests of an acoustic system for submarine ...

Cited by 318 Related articles All 21 versions Cite Save

[PDF] from pelagosinstitute.gr

Herring

Herring - Wikipedia, the free encyclopedia ✓

en.wikipedia.org/wiki/Herring ▼ Wikipedia ▼

Herring are forage fish, mostly belonging to the family Clupeidae. They often move in large schools around fishing banks and near the coast. The most abundant ...

Herring as food ✓

These oily fish also have a long history as an important food fish ...

[More results from wikipedia.org »](#)

Atlantic herring ✓

Atlantic herring (*Clupea harengus*) is a herring in the family ...

Herring - Russ and Daughters ✓

shop.russanddaughters.com/store/department/68/Herring/ ▼

Products 1 - 9 - Herring. 3 Pickled Herring-Cream&Onions. Add to Basket. 3 Pickled Herring-Plain&Onions. Add to Basket. 3 Swedish Matjes. Add to Basket.

Red Herring — THE BUSINESS OF TECHNOLOGY ✓

www.redherring.com/ ▼ Red Herring ▼

Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy.

Herring Biology - What is a herring? ✓

octopus.gma.org/herring/biology/what/default.asp ▼

There are several species of fish in the herring family. Typically, herring are small, streamlined, schooling "planktivores," or plankton-feeders. The nearly 200 true ...

NOAA - FishWatch: Atlantic Herring ✓

www.fishwatch.gov/seafood_profiles/species/herring/.../atl_herring.htm ▼

Sep 26, 2014 - Atlantic herring is one of nearly 200 herring species in the family Clupeidae. Herring populations are naturally highly variable, possibly due to ...

Herrings - NYS Dept. of Environmental Conservation ✓

www.dec.ny.gov... ▼ New York State Department of Environmental Conser... ▼



Herring

Herring are forage fish, mostly belonging to the family Clupeidae. They often move in large schools around fishing banks and near the coast. [Wikipedia](#)

Nutrition Facts

Herring, Atlantic, raw ▼

Amount Per 1 fillet (184 g) ▼

Calories 291

	% Daily Value*
Total Fat 17 g	26%
Saturated fat 3.8 g	19%
Polyunsaturated fat 3.9 g	
Monounsaturated fat 7 g	
Cholesterol 110 mg	36%
Sodium 166 mg	6%
Potassium 602 mg	17%
Total Carbohydrate 0 g	0%
Dietary fiber 0 g	0%

Herring – Bing

Herring - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Herring ▾

Herring are forage fish, mostly belonging to the family Clupeidae. They often move in large schools around fishing banks and near the coast. The most abundant and ...
Species · Characteristics · Life cycle · Ecology · Fisheries · As food

Herring as food - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Herring_\(food\)](http://en.wikipedia.org/wiki/Herring_(food)) ▾

Herring are very high in the long-chain Omega-3 fatty acids EPA and DHA They are a source of vitamin D. Water pollution influences the amount of **herring** that may be ...
Nutrition and toxins · Preparation · Foods and dishes

Images of herring

bing.com/images



See more images of **herring**

Herring Biology - What is a herring?

www.gma.org/herring/biology/what/default.asp ▾

There are several species of fish in the **herring** family. Typically, **herring** are small, streamlined, schooling "planktivores," or plankton-feeders.

Herring | Definition of herring by Merriam-Webster

www.merriam-webster.com/dictionary/herring ▾

Full Definition of **HERRING** 1 : either of two food fishes (genus Clupeus): a : one (C. harengus) that is abundant in the temperate and colder parts of the North ...

See results for

Herring

Herring are forage fish, mostly belonging to the family Clupeidae. They often move in large schools around fishing banks and near the coast. The most abundant ...



Pickled herring

Pickled herring, also known as bismarck herring, is a delicacy in Europe, and has become a part of Baltic, Nordic, Dutch, German, Czech, Polish, Eastern Slavic, Scottish and Jewish cuisine.

Related searches

Pickled **Herring**

Salt **Herring**

Wolf **Herring**

Where to Buy Pickled **Herring**

Herring Health Benefits

Herring Funeral Home

Herring Bird

Pickled **Herring** in Wine Sauce

Related images



Red **Herring**



Pickled **Herring**



Herring Gull

And then what happens?

- ▶ They don't understand fields
- ▶ They don't understand thesaurus terms
- ▶ They don't know where to find thesaurus terms or why they should be interested in them
- ▶ They retrieve an abstract and feel cheated because there's no full text

The challenge

- ▶ Moving students (maybe even faculty) from one word in Google to other search venues
- ▶ Bing, DuckDuckGo, other web search engines
- ▶ Resource rich websites
- ▶ Subscription services paid for by library
 - Justify cost
 - Illustrate usefulness

Recognize

- ▶ You might be an information professional if
 - You actually enjoy the thrill of the chase
 - You do research for fun
 - You know advanced search techniques – and use them on a regular basis
 - You think questions are as important as answers
- ▶ But not everybody wants to be an information professional
 - Finding more important than searching
 - Answers more important than question

Many different reasons to search

- ▶ Consumers
 - Target market for Google, Bing, etc.
- ▶ Students
 - Just enough info to write the paper, complete the assignment
- ▶ Faculty
 - Scholarly publishing
- ▶ Business people
 - Data-driven, Decision making

Why they search

- ▶ Determines where they search
 - And how they search
- ▶ Determines involvement of information professional
- ▶ May not align with search engine mission statements

In academia

- ▶ Students
 - Undergraduate needs versus graduate students
 - Don't understand research process
- ▶ Faculty
 - Research concerns are changing
 - Where to publish
 - Data mining
- ▶ Licensing negotiations

In corporate world

- ▶ Information professional must be adept at searching subscription databases
- ▶ Expect to be out-guessed by executives using Google
- ▶ Expand role of information professional

Types of searches

- ▶ **Known item**
 - I need to find this book or this journal article
 - I need a fact
 - Company name
- ▶ **Citation**
 - Who cited this article
- ▶ **Open-ended research project**
 - I'm writing a paper on
 - What research has been done on

Known items

- ▶ Book – Amazon or WorldCat or library catalog?
- ▶ Journal article – database or discovery service?
- ▶ Fact – multiple sources

Known items

- ▶ **Company name**
 - If unambiguous, your results are perfect
 - Subaru
 - If ambiguous, your results can be suspect
 - Search Technologies
 - Is it company name or concept?
 - Results influenced by search history? By SEO?
- ▶ **Auto suggest and auto complete can help**

Citation searching

- ▶ Science citation index started this over 50 years ago
- ▶ Different citation counts between Web of Science and Google Scholar
 - This is well documented
 - Also documented that Scholar citations may be wrong
- ▶ But Scholar is getting better

Open-ended research project

- ▶ Structured data versus unstructured data
- ▶ Terminology
 - Disambiguation
 - Confusion about thesaurus terms
 - Somewhat unnatural to normal people
 - And sometimes to info pros
- ▶ Human-generated thesauri terms versus algorithmically-generated terms

Comparing search results

- ▶ Difficult task if you don't know intent of search

Tactics

- ▶ Redirection
- ▶ Yes and (instead of yes but)
- ▶ Pontificating and preaching don't work
- ▶ Let me amplify your knowledge (instead of I'm smarter than you are and a better searcher)
- ▶ Avoid the phrase "information literacy"

Auto suggest



Common mistakes

- ▶ Spelllllling
- ▶ Language
 - Wood or lumber or les or harampádí
- ▶ Thesaurus terms versus natural language
 - “Refuse collection vehicle” = garbage truck
 - “Animals, fossils” = fossils
- ▶ Misunderstanding fields
 - “Author” entered in author field
- ▶ Misunderstanding databases
 - Search for modern literature in EEBO

Machine learning

- ▶ Web search engines learn from search behaviors
- ▶ Marketing companies learn from search behaviors
- ▶ Voice search versus typing
 - Swollen ankle
 - Why is my ankle swollen
- ▶ Traditional databases take different approach to vocabulary
 - But do pay attention to user interface

Future

- ▶ Web search engines are going to get better
- ▶ Less incentive for students to search bibliographic databases
- ▶ More pressure on librarians
- ▶ Hard to convince students, faculty, businesspeople to give up dependence on Google

Contact details

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